



Lead Your Transformation

Your Experience Evolution. The evolving role of the CXO, CMO and CEO.

Competency 1

Action Lab

Honor and Manage Customers as Assets

Current State Assessment

Description

Where Are We?

Culture

Do we stress and actively pursue how we are managing the asset of the Customer growth or loss? Do we highlight where we are in losing or gaining Customers as key talking points in meetings within the organization?

EARLY
ADVANCED
MATURE

Data Enabling

Have we identified all the data sources that need to connect to consistently and confidently measure and manage the growth or loss of the Customer asset across the organization?

EARLY
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Wanting to know WHY?

Are we actively anxious and passionate about why Customers are leaving – do we want to know what operationally we did to drive departure? Do we personally talk to Customers who have left—not as a research exercise but to know them, and as an operational call to action?

EARLY
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